



# What Health Reform Means for King County

## Coverage is Here King County Briefing

July 1, 2013

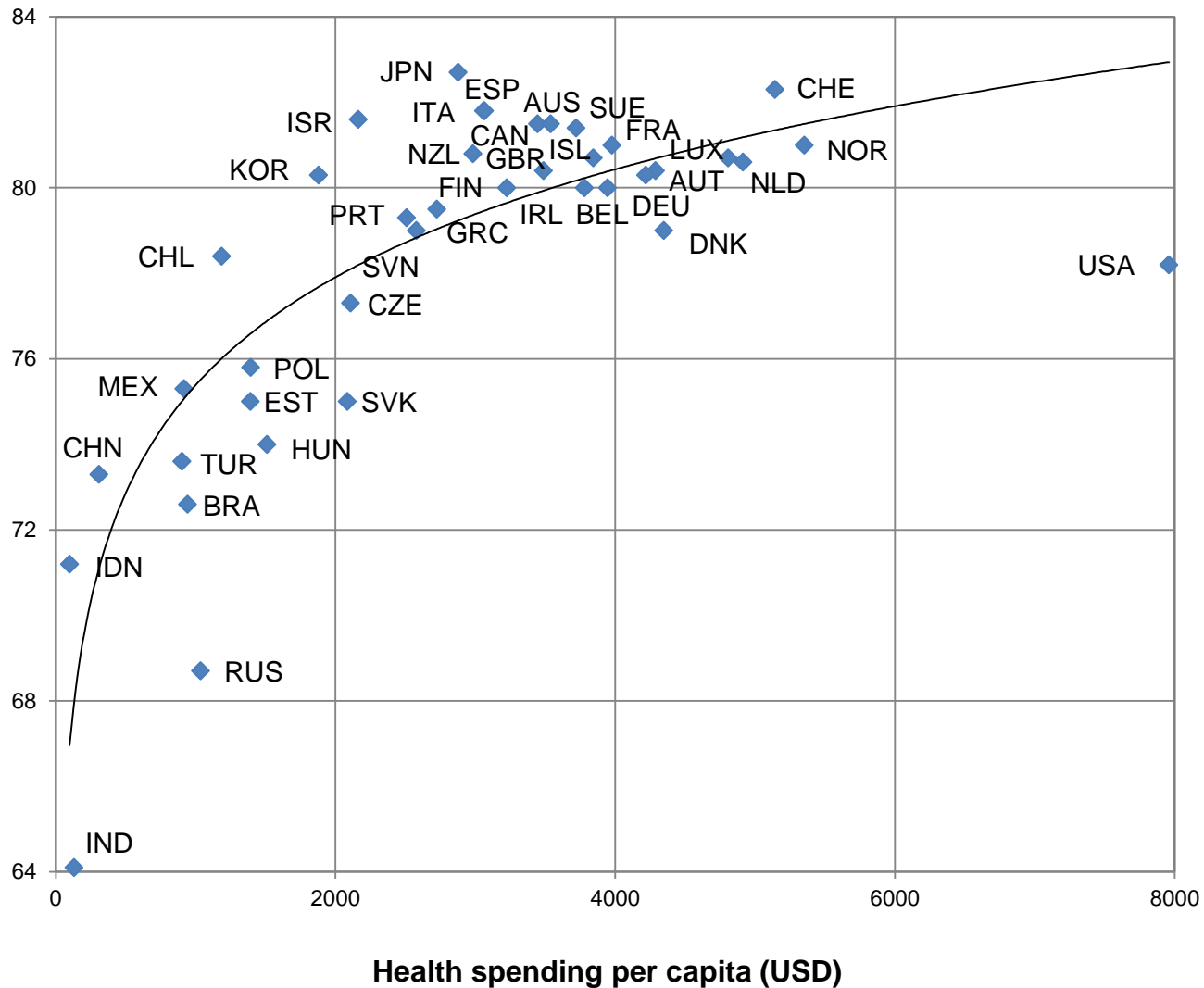
Dr. David Fleming  
Director and Health Officer

Public Health  
Seattle & King County

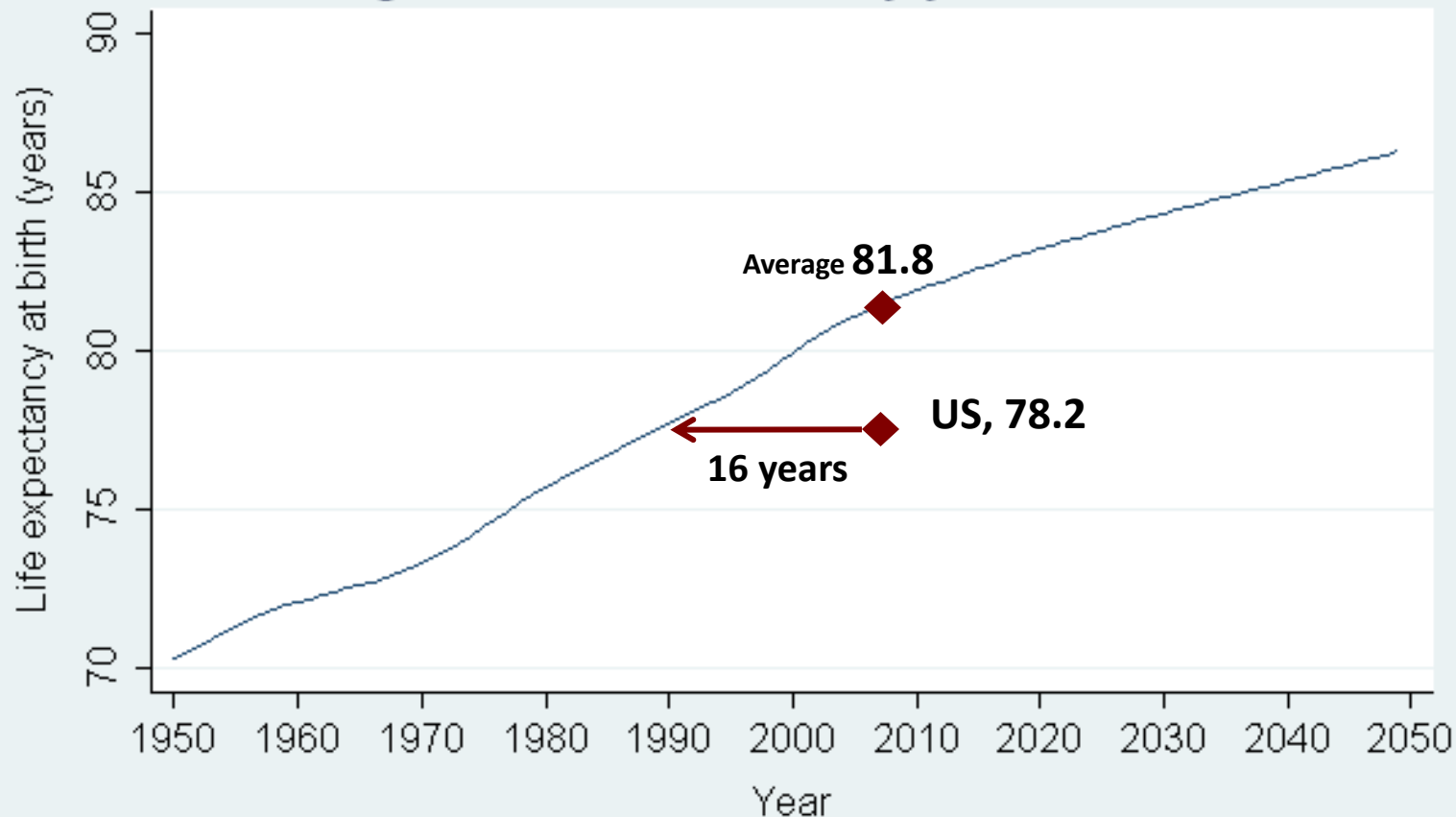


# US spends the most

Life expectancy in years



## Historic and projected life expectancy of the longest-lived countries, by year, 1950 to 2050

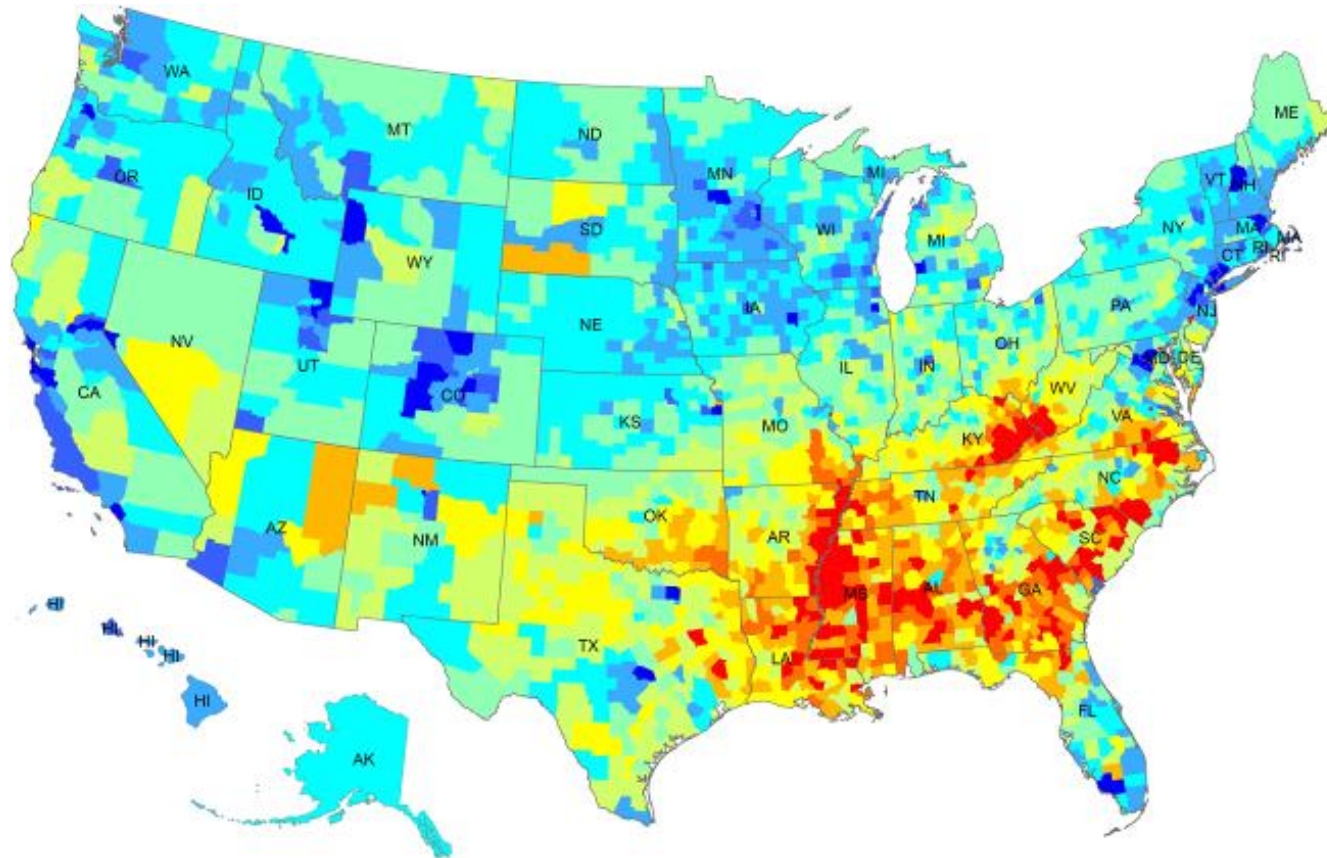


Source: Institute for Health Metrics and Evaluation, University of Washington and Public Health - Seattle & King County, APDE

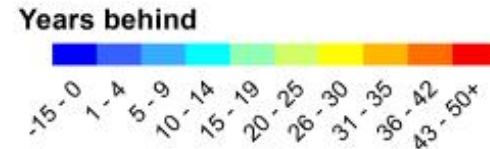
**2009**

Australia  
Canada  
Finland  
France  
Hong Kong  
Iceland  
Israel  
Italy  
Japan  
Macao  
Norway  
Spain  
Sweden  
Switzerland

# Life expectancy, by county, compared to the world's 10 best countries



Murray, C JL and Ezzati, M. "Falling behind: life expectancy in US counties from 2000 to 2007 in an international context," Population Health Metrics, June 2011



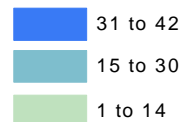
# Life Expectancy Compared to the Ten Longest-Lived Countries by Census Tract 2005-2009, King County WA

## Legend

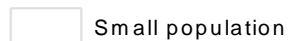
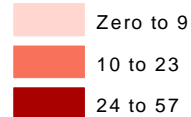


CITY

## Calendar Years Ahead



## Calendar Years Behind



Small population

Years behind or ahead are from 2007.

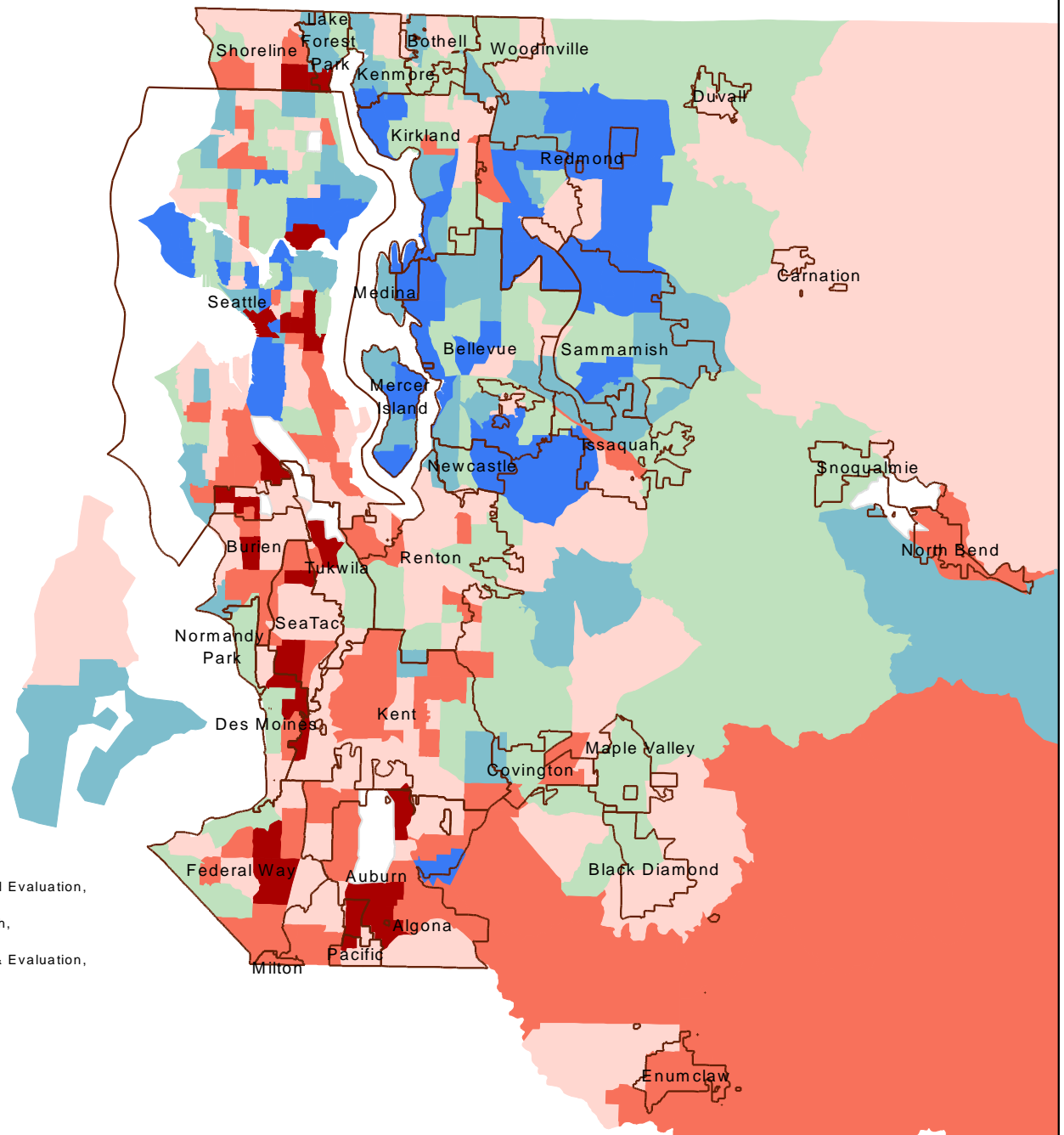
Data Sources:

International life expectancies: Institute for Health Metrics and Evaluation, University of Washington

Local life expectancy: Washington State Department of Health, Center for Health Statistics Death Files

Analysis and preparation: Assessment, Policy Development & Evaluation, Public Health – Seattle & King County, 10/2011

Prepared by: Assessment, Policy Development & Evaluation





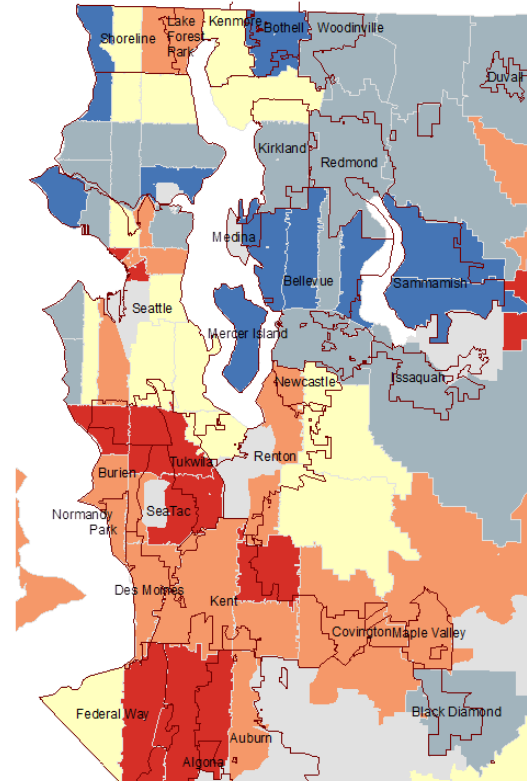
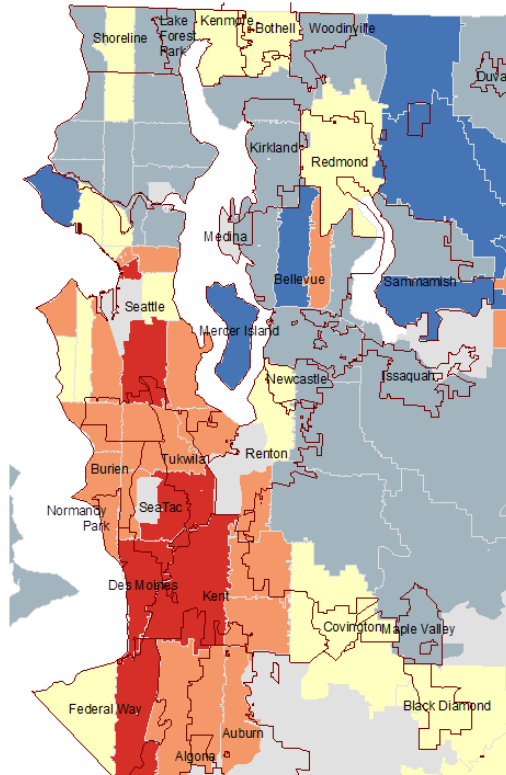
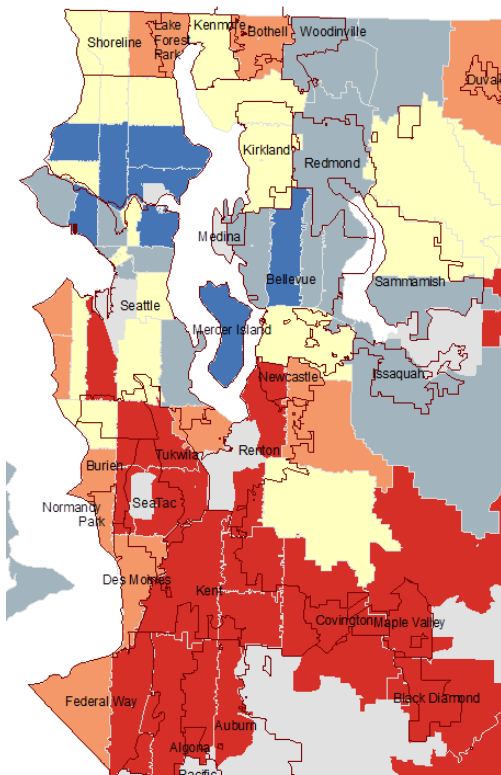
2012

# Health Measures Across King County

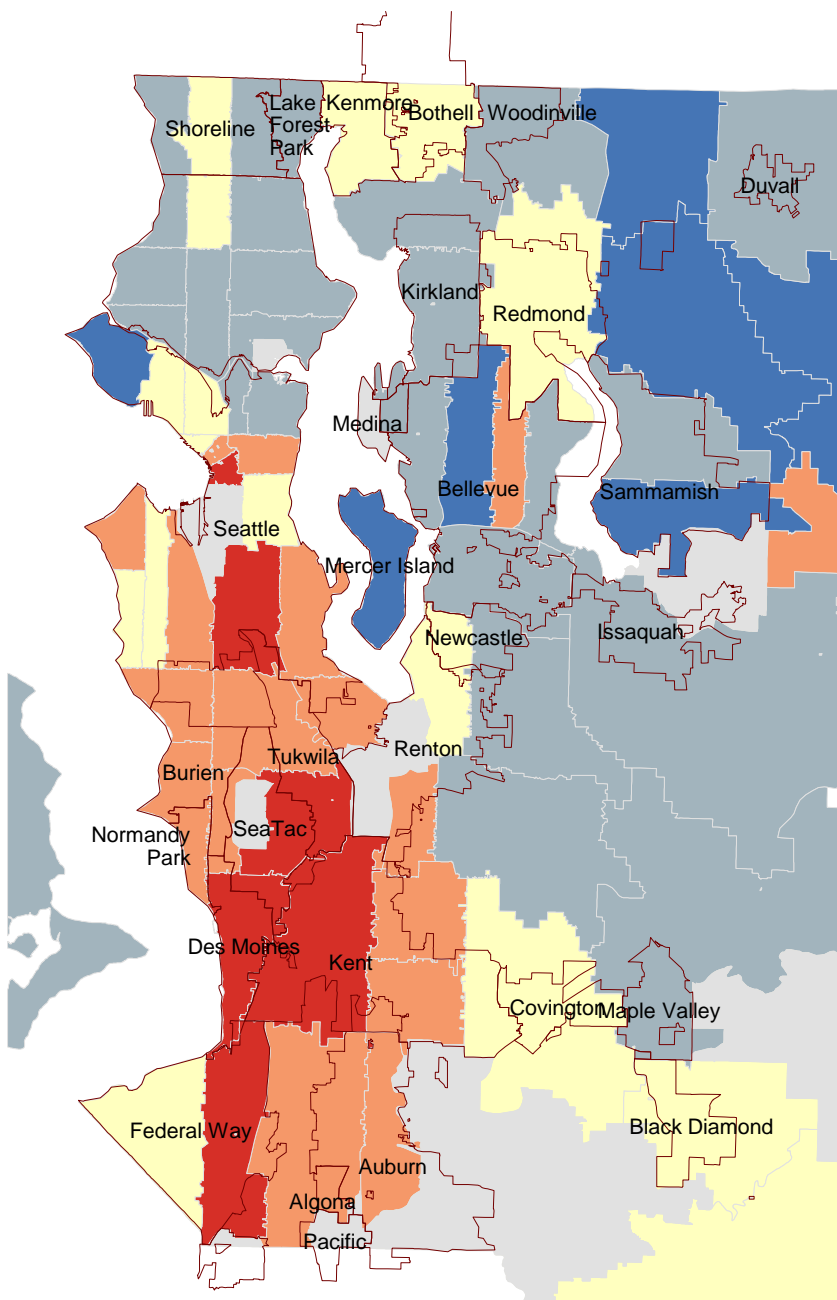
Obesity  
8% - 35%

Uninsured  
3% - 30%

Smoking  
3% - 22%



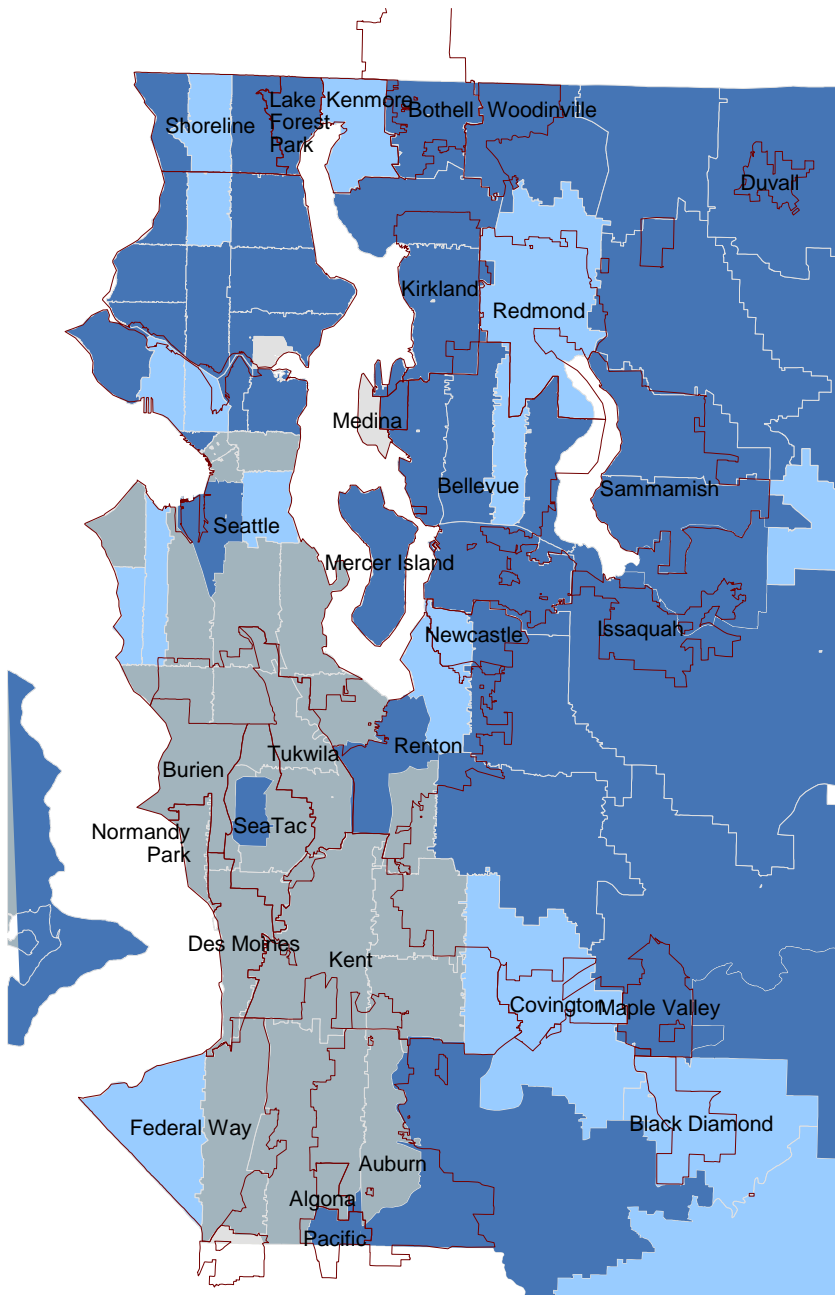
Lowest      Average      Highest



## Health insurance access

Uninsured  
3% - 30%





**2014**

**Health insurance  
access**

**After Health  
Reform:**

**1% to 10%  
uninsured  
4% overall**







# How will this happen?

## New affordable coverage options in WA:

1. **Medicaid** coverage will be expanded to individuals with incomes up to 138% of poverty.
2. WA will launch its **Health Benefit Exchange - WA Healthplanfinder**.
  - Subsidized premiums and tax credits will be available to individuals with incomes 139% to 400% of poverty.



# The opportunity in King County

- **180,000 currently uninsured individuals will become eligible for coverage**
- About 80,000 under 138% FPL (eligible for Medicaid), about 100,000 between 139% - 400% FPL (eligible for subsidies from the Exchange).
- This number has increased by 50,000 since 2008.

In addition, about 37,000 individuals above 400% FPL will be required to purchase their own insurance.





# Coverage is **Here** King County

## Campaign Plan Briefing

July 1, 2013

# The Opportunity

- To maximize enrollment and retention of King County residents who will be newly eligible for healthcare coverage on January 1, 2014
  - **80,000** newly eligible for Medicaid
  - **100,000** eligible for affordable insurance options through the Exchange
  - Plus **17,000** currently eligible for Medicaid, but not enrolled
- To assure businesses are aware of new coverage options and requirements

# King County Outreach & Enrollment Plan

## **For the uninsured:**

- Education and encourage enrollment through multiple communications and outreach strategies
- Targeted enrollment assistance to newly eligible at convenient sites

## **For employers:**

- Education and outreach to businesses

# The Challenges

- Confusion about what health reform is and how it affects the community
- Uninsured individuals will not necessarily take the initiative to get coverage on their own
- Education alone is not enough—some individuals, especially the most vulnerable, will need extra help with the enrollment process



# Collaboration is Essential

To be successful, we need to engage multiple community partners and organizations to carry the message of getting covered to eligible populations using new, innovative ways

- *Partners include: hospitals, community clinics, health care providers, human service agencies, business, labor, government, faith-based organizations, foundations, neighboring counties, and Washington state agencies*
- *Executive's Leadership Circle*

# Strategies for Reaching the Uninsured

1. King County Cities & Seattle Districts
2. Health Care Partners/Providers
3. Colleges/Universities/Tech Schools/High Schools
4. Libraries
5. Community Centers
6. Housing
7. Homeless
8. Jail
9. Public Health's specialty health programs (e.g., HIV/STD clinic, needle exchange)
10. More to come...

# Example: Central Seattle

Uninsured  
<138%: 5,453  
138 – 399%: 4,934  
400% +: 1,677

## Existing Enrollment Sites

Public Health

Country Doctor FQHC

YWCA

## New Outreach Locations

Center for Multi-Cultural Health

Gay Cities

## Additional Outreach and General Awareness Strategies

Vocational  
Institute

Douglass  
Truth Library

Plymouth  
Housing

Youth  
Outreach

Bus ads

Business  
outreach

# King County's In-Person Assister Network

| Organization  | Population Focus   | Area   | Language  |
|---|--|--|---|
| <b>Asian Counseling and Referral Service (ACRS)</b> | Asian/Pacific Islander<br>Limited English Proficiency (LEP)                                      | Beacon Hill, Georgetown, South Park<br>SeaTac, Tukwila, Rainer Valley,<br>Rainer Beach                   | Cantonese, Cambodian, Teochew, Japanese,<br>Lao<br>Mandarin, Mien, Taiwanese, Thai,<br>Vietnamese, Korean                   |
| <b>Center for Human Services</b>                    | Latino/Hispanic  | North King County, Rural North King<br>County, Shoreline   | Spanish   |
| <b>Cierra Sisters</b>                               | Black/African American<br>Hispanic<br>Filipino   | Central Seattle, South Seattle, Skyway,<br>Renton, Tukwila   | Spanish, Tagalog  |
| <b>Country Doctor</b>                               | Black/African American<br>Latino/Hispanic  | Central Area (Seattle), Rainier Valley.<br>Capitol Hill  | Spanish   |
| <b>Center for MultiCultural Health</b>              | Black/African American<br>Limited English Proficiency (LEP)<br>Russian<br>Asian/Pacific Islander | Central Area (Seattle), Rainier Valley,<br>Northgate, Lake City, South King County,<br>Rural King County | Eritrean, Amharic, Cambodian, Chinese,<br>Cantonese, Chau-Jo, Mandarin, Russian,<br>Somali, Tigrigna, Ukrainian, Vietnamese |
| <b>Denise Louie</b>                                 | Asian/Pacific Islander   | Beacon Hill  | Spanish, Russian, Somali, Uzbek, Japanese,<br>Malay, Indonesian, French, Toisanese  |
| <b>DESC</b>   | Homeless   | Downtown Seattle, Rainier Valley,<br>Limited North Seattle, Central Seattle                              | CTS Language Link   |
| <b>Friends of Youth</b>                             | Homeless Youth   | Snoqualmie Valley & Surrounding<br>Areas, Rural King County  |   |
| <b>Global to Local (G2L)</b>                        | Immigrant/Refugee  | SeaTac, Tukwila  | Somali, Spanish, French, Tigrinya, Amharic,<br>Arabic, Burmese, Karen   |
| <b>Gay City</b>                                     | Hispanic/Latino<br>Black/African American  | Capitol Hill, Central Seattle, South King<br>County  | Spanish   |
| <b>HealthPoint</b>                                  | Homeless<br>Black/African American<br>Hispanic/Latino<br>Asian/Pacific Islander                  | Redmond, Bothell, Kent, Federal Way,<br>Auburn, SeaTac   | N/A   |

| Organization                                   | Population Focus  | Area  | Language   |
|--|---|---|--|
| International Community Health Services (ICHS) | Asian/Pacific Islander  | International District, Beacon Hill, Rainier Valley, Renton, Northgate, Bellevue, Shoreline                   | Chinese, Cantonese, Mandarin, Toisanese, Vietnamese, Tagalog, Korean           |
| Neighborcare                                   | Young Adults<br>Homeless<br>Black/African American<br>Hispanic/Latino<br>Asian/Pacific Islander   | Southeast Seattle, Central Seattle, Rainier Beach, Northgate, Lake City, Aurora                               | Spanish, Somali Tigrigna, Thai, Vietnamese, Amharic, Arabic, Laotian, Mandarin |
| Open Arms                                      | African Immigrants<br>Latina/Hispanic<br>Refugees<br>Pacific Islanders  | South King County   | Somali, Spanish  |
| Plymouth Housing                               | Homeless<br>Clients with complex barriers   | Downtown Seattle  |  |
| SeaMar   | Latino/Hispanic   | South Park, White Center, Burien, Des Moines, Kent, Bellevue  | Spanish  |
| Seattle Indian Health Board                    | Urban Indians<br>Native American/Alaskan Native<br>Hispanic/Latino  | Beacon Hill, International District, Rainier Valley   | Spanish  |
| Solid Ground                                   | Low Income all races  | North Seattle focus, All King County  | Language Line  |
| Valley Counseling                              | Hard to reach populations<br>Complicated medical & psychiatric<br>Disabled clients<br>Chemical dependency<br>Homeless<br>Language/cultural barriers | South Seattle, Kent, Enumclaw, Maple Valley, Covington, unincorporated King County between Auburn/Federal Way | Spanish  |
| Washington CAN                                 | Low income<br>People of color<br>Immigrants with language barriers  | Entire County, including rural & unincorporated   | Korean, Russian, Swahili, Punjabi, Vietnamese                                  |
| Within Reach                                   | All low income residents  | Entire County, including rural & unincorporated   | Spanish, Cantonese, Korean, Ukrainian, Russian                                 |
| World Relief                                   | Immigrant/Refugee   | South King County   | Vietnamese, Somali, Eritrean, Russian Bhutan, Burmese                          |
| YWCA   | Homeless, Hispanic/Latino, Black/African American, African Immigrant  | Central Sea, Rainier Valley, Downtown Settle, Delridge, Southwest Seattle, Youngstown                         | Spanish  |

## **Phase 1: Planning (January – May 2013)**

- Develop campaign plan, including key messages and outreach materials
- Complete outreach needs analysis county-wide
- Develop outreach strategies with community partners, including enrollment events
- Establish additional partnerships with community organizations and businesses
- Identify funding opportunities

## **Phase 2: Preparation (June – October 2013)**

- Provide training and technical assistance to community partners
- Finalize performance metrics
- Launch website to track enrollment progress and share info
- Distribute materials through partner networks

## **Phase 3: Implementation (October 2013 – April 2014)**

- State opens enrollment October 1
- Execute plan including enrollment assistance county-wide
- Conduct regular performance monitoring



# Questions & Discussion

**Public Health**  
Seattle & King County

